



2009 Expanding Breakfast Grant Overview

Western Dairy Association is providing schools in Colorado, Montana and Wyoming with the opportunity to receive an Expanding Breakfast Grant of up to \$2,000 to enable more students to get the fuel they need to Boost Brain Power. The purpose of the grant is to assist schools in increasing breakfast participation and the potential of their students by providing nutritious foods at the beginning of each school day.

Application Requirements

- The Expanding Breakfast grants are available for Colorado, Montana and Wyoming schools which implement breakfast using an alternative service method. Expanded service methods can be any combination of the following:

Expanding Breakfast/Alternative Serving Methods

Breakfast in the Classroom – Students eat breakfast in their classroom at the beginning of the school day. Breakfast may be delivered to classrooms from the cafeteria by students or staff, or served from carts in the hallways.

Grab 'n' Go – All the components of school breakfast are conveniently packaged so students can easily grab a reimbursable meal quickly, either from the cafeteria line or from carts elsewhere on school grounds. Students may eat in the cafeteria, the classroom or another convenient location on school grounds.

Breakfast after First Period – Usually implemented in middle and high schools, students are allowed time after their first period to obtain breakfast, either in the cafeteria or from carts in the hallway, to then eat in the classroom or cafeteria.

Breakfast on the Bus – Students receive a reimbursable meal while riding the bus to school. This is especially useful in school districts that have consolidated and students have longer than normal commute time.

Breakfast at the Bell- similar to Grab 'n' Go, at the sound of the bell, students enter the building and receive a reimbursable breakfast upon entry into the school from conveniently located kiosks.

- Grant monies may be used toward equipment (such as milk coolers and mobile insulated carts/bins, minor alterations to accommodate new equipment), cafeteria enhancement; marketing (such as signs and printing), and breakfast promotion items. Grants must be used only for nonrecurring costs. Monies may not be used for food or labor.
- Program proposals must include specific implementation objectives targeting children and the expected outcomes and benefits of this new expansion to the existing program.
- Breakfast meals offered must meet the USDA recommended: 8 oz. fluid milk, a fruit or vegetable and 2 bread items or 2 protein items or a combination of a bread and protein item.

Selection Process

- Submit grant application to Western Dairy Association. All applicants will be notified of grant status and monies will be dispersed soon thereafter.
- Applications will be evaluated and approved by the Western Dairy Association School Program Directors.

Application Instructions

To apply for funding, complete the Expanding Breakfast grant application. Return grant application to:

Tami Anderson, RD, Senior School Marketing Director, Western Dairy Association, 12000 N. Washington St. Ste. 175, Thornton, CO 80241, tanderson@westerndairyassociation.org or fax a copy of the completed and signed application to 303-451-0411.



Expanding Breakfast Grant Application
Western Dairy Association
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Traditionally, school breakfast has been served in the school cafeteria before the school day begins. By implementing an Expanded Breakfast program, schools experience increased participation when they experiment with the scheduling and location of breakfast so that it becomes a vital part of the educational day. For more information and tools about Expanded Breakfast programs, visit our website at www.westerndairyassociation.org.

(Please print or type)

School Nutrition Director _____

School District _____ School Name _____

Address of School _____

City _____ State _____ Zip _____

Contact Person implementing grant _____

Phone (____) _____ Fax(____) _____

Email Address _____

Which method is best to reach you?

Check payable to:

Grades to be served _____ School Enrollment _____

Average daily attendance _____

Current ADP Breakfast _____ Percent free/reduced _____

Average breakfast milk served _____ Current ADP lunch _____

Description of your current breakfast program:



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What Expanded Breakfast option do you intend to offer?

- ☐ Breakfast in the classroom - *breakfast served in the classroom*
- ☐ Grab 'n go breakfast - *meal carts/ breakfast bags in high traffic areas*
- ☐ Breakfast after first period - *a healthy break after the day starts*
- ☐ Breakfast on the Bus - *breakfast served on the bus ride to school*
- ☐ Breakfast at the Bell - *kiosks serve breakfast bags upon entry into school*

What percent participation of average daily breakfast do you expect with this expanded service? _____

Implementation Plan (please complete the following)

Establish Measurable Goals - What goals are you hoping to achieve?

Identify Target Audience - How will you gain support from administrators, teachers, parents and students?

Assess strengths and weaknesses - Anticipated barriers/challenges to achieving objectives and strategies for overcoming them?

Develop Expanding Breakfast Strategies - How will you provide an expanded breakfast that will result with an increase in participation?

Develop budget - How much money requested?

How will the money be used? (Equipment, Promotion, Other) *Remember funds may not be used for food or labor.*

Implementation Strategies - Provide plans (dates) of implementation and promotion.

Evaluation - How will you evaluate your success? What information will you track?

Western Dairy Association would like to monitor progress of the program.

Signature _____

Title _____ Date ____/____/____

** Program must be implemented by November 30, 2009 in order to receive funds for the 2009 school year.*

Return grant application to:

Tami Anderson, RD

Senior Director, School Marketing

Western Dairy Association

12000 N. Washington St. Ste. 175

Thornton, CO 80241 fax-303-451-0411

Or email tanderson@westerndairyassociation.org

Expanding Breakfast

Resources

Here are some resources that offer more information about Expanding Breakfast, and how offering an alternate breakfast serving method can increase participation in your school breakfast program.

- *National Dairy Council, Nutrition Explorations, Western Dairy Association, Expanding Breakfast,*
http://www.NutritionExplorations.org/sfs/programs_breakfast.asp and
www.westerndairyassociation.org
- *Expanding Breakfast Program Manual and Video Kit- available free of charge from Western Dairy Association, 303-451-7711, ask for Cheryl.*
- *School Breakfast Scorecard 2007, Food Research and Action Center*
http://www.frac.org/pdf/SBP_2007.pdf
- *USDA FNS School Breakfast Program*
<http://www.fns.usda.gov/cnd/Breakfast/Default.htm>